

Long Term Internet Strategy: A Commercial Internet Service and Platform

"Internet is the Future" --Someone Famous

"Those that drive the Internet
drive the Future" -- Brewster

Brewster Kahle

Sept 1, 1995

DRAFT presentation

Steve quote

to WWW as platform 1.1

AOL Current Internet Strategy



- ◇ Brand: A window on the Web, Netnews, Gopher, WAIS, Email
- ◇ GNN the Service: An Internet Access Service ala NetCom, ATT
- ◇ Nothing now to compete with MSN and Netscape. (GNN the Platform)

What is a Platform?

- ◇ A framework for developers and info-peneurs to profit from.
- ◇ Consists of code modules supplied to 3rd parties that use our libraries, protocols, training, and services.
- ◇ Ala: MacOS, MSN, NetScape, JAVA
- ◇ Currently we mostly focus on consumers, not 3rd parties
- ◇ A platform can be all-encompassing or piece parts (Win95 vs 900 numbers)

**What are some
Example Network Platforms?**

**Geographic Platform for navigation
and personal publishing**

Billing Platform for developers

**Game Platform for massive hosting
and network facilities**

Geographic Platform: An Example

Your Child is about to go back to
school...

Who are her classmates?

What does she need for school
supplies?

Geographic Platform User Experience

Circle on a Map your home region,
Search for your child's name: home and school pop up.

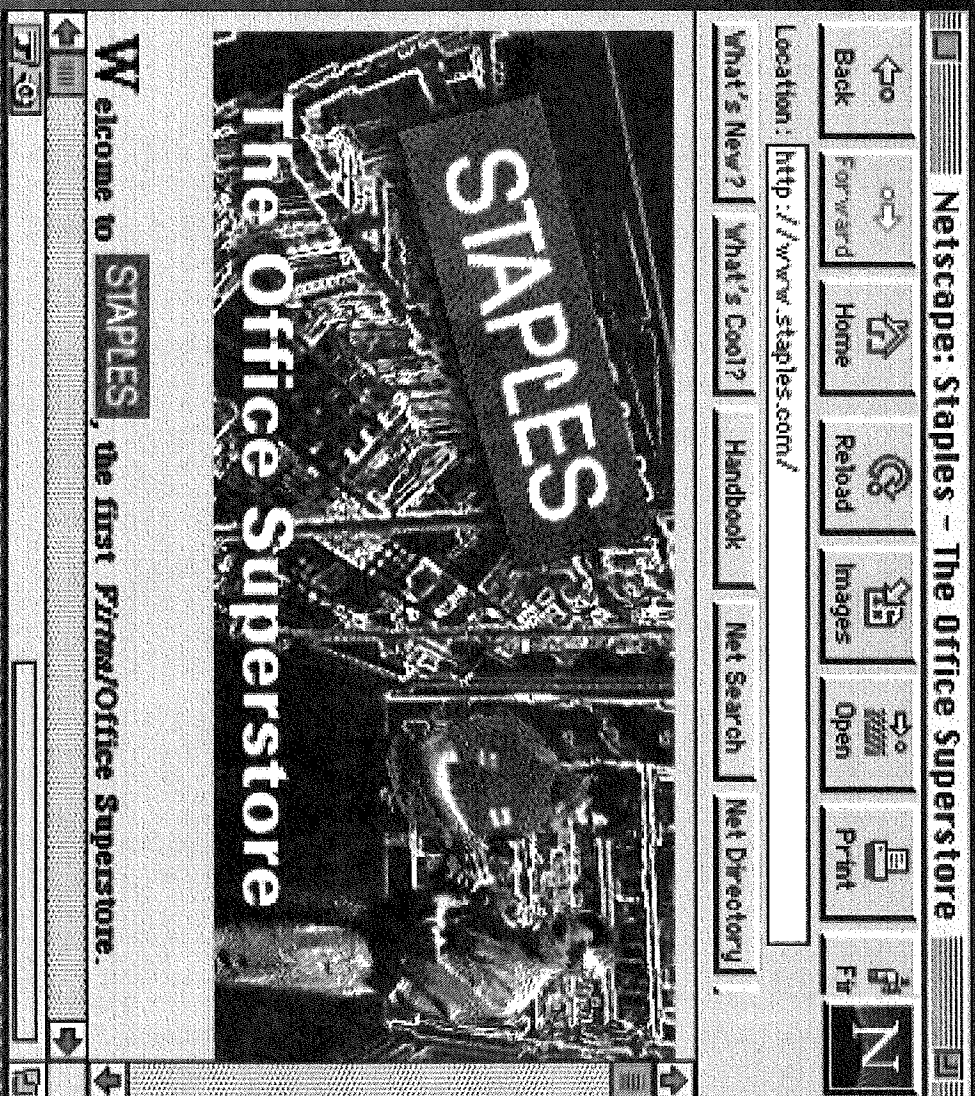


School Server

Classroom has pointers to
student s homepages,
teacher s homepages,
supplies needed.



Find it on the map
Then go to the
store s site.
Order things or
just get hours



Geographic Platform Benefits to AOL

AOL is the place to plug in your school requirements, your child's homepage, your store's URL.

AOL gains subscribers, content, and community.

Billing Platform

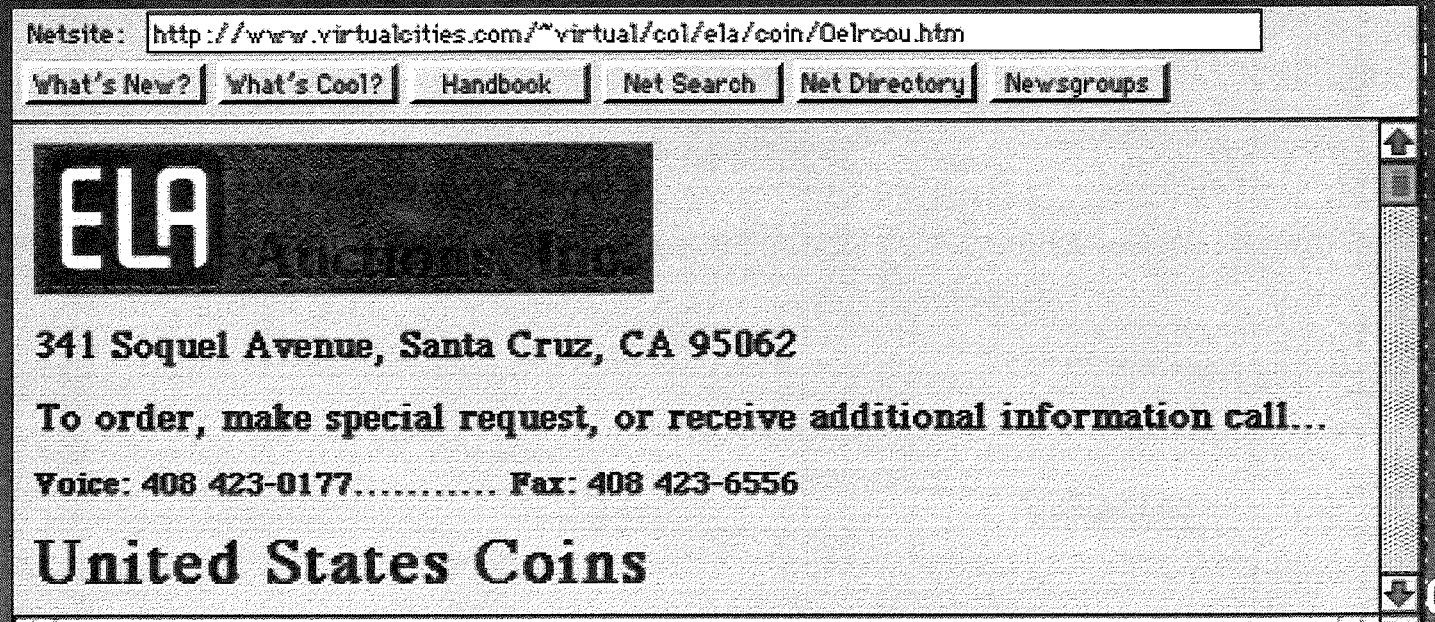
Example

Anyone's web site can become commercial as easily as setting up a 900 number!

Distributed Software module supported by AOL (or Licensee)

Centralized Billing service operated by AOL (or licensee)

AOL Manages the money and takes a cut.



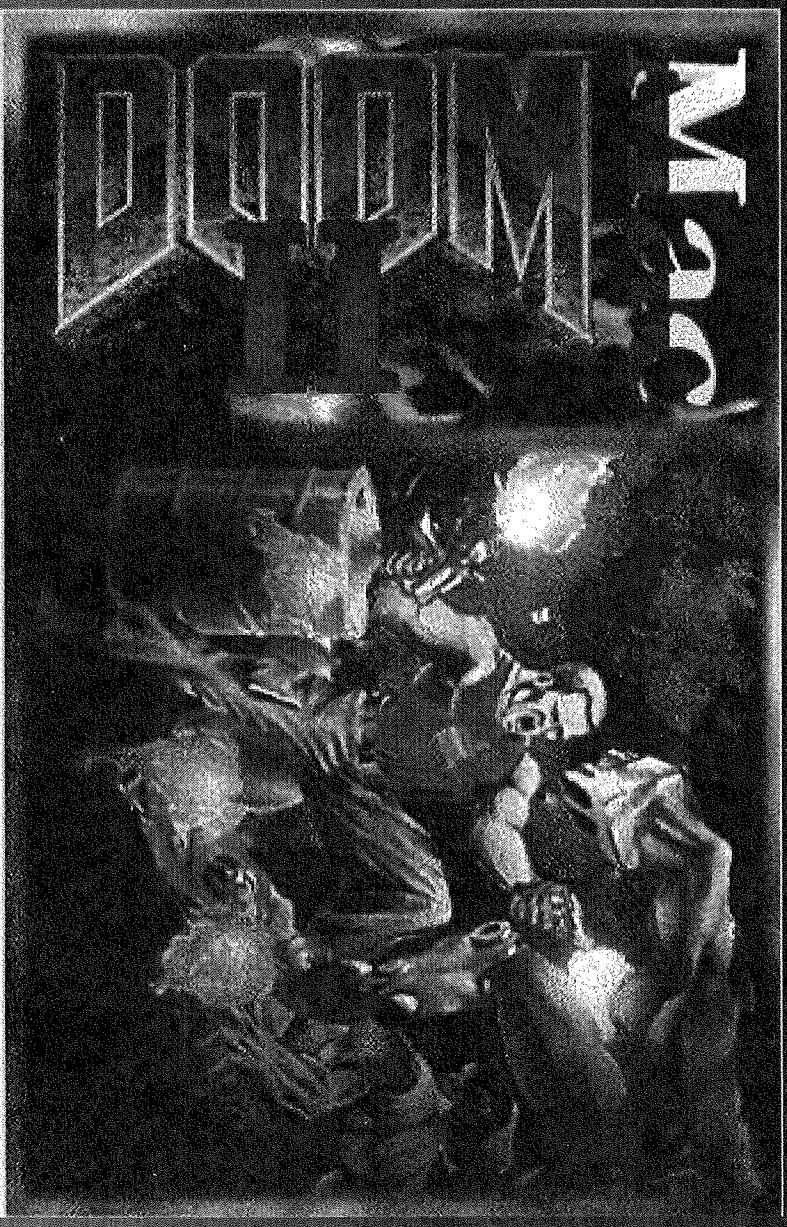
Game Platform

Example

If a 3rd party wants to run a Community game around a Madonna concert ...

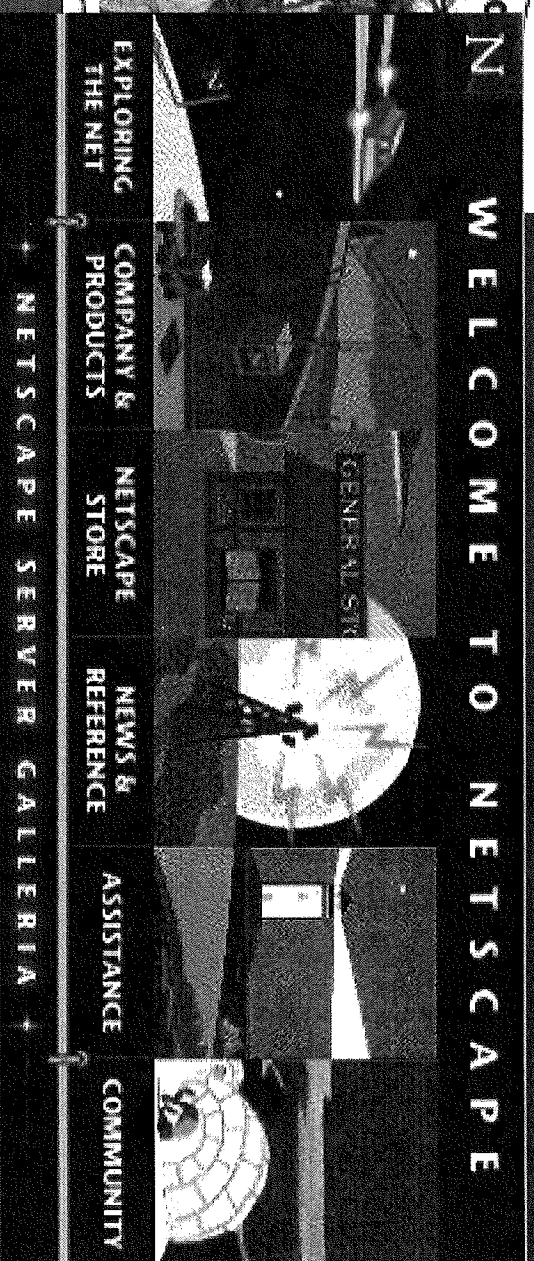
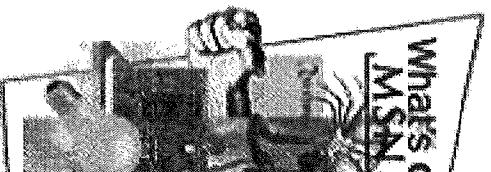
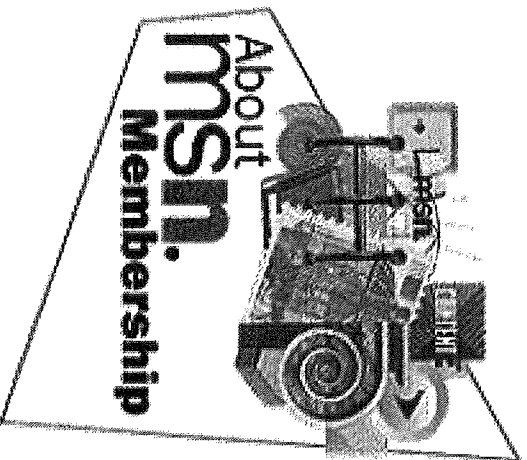
AOL supplies host facilities, ticketing facilities, network facilities.

AOL manages the money and takes a cut.



How can we Compete with (or use) MSN and Netscape?

- ◇ We have all the weapons now-- they don't: Paying users, client, protocol, servers, service mentality, Marketing Knowhow.
- ◇ Leverage an Open System to benefit from other's content and efforts.



How can we Lose?

- ◇ Sticking to our old technology and mindset.
- ◇ Delivering our eyeballs to other's platforms without building our own.
- ◇ Waiting (eg: aggressive following).

How much will it Cost?

- ◇ More than we think. If we are not committed to this to be our next generation product-- We should not start.
- ◇ Multi-year project with yearly deliverables.
- ◇ Development costs: 100 people: \$10M/year (est.)
- ◇ Marketing costs: \$??M/year
- ◇ Probably need Board-Level Buy-In.

Risks Moving Forward

- ◇ We may distract the Brand from its current mission.
- ◇ We may already be too late.
- ◇ We may lose our nerve when a downturn happens and limit funding.
- ◇ We may integrate technology too early into "Brand."
- ◇ We may not commit our best people to making it a success.

Keys to Success

- ◇ Buy-in: Corporate, Financial, Spiritual.
- ◇ Good Leaders: Capable, Entrepreneurial, Trusted.
- ◇ Independence.
- ◇ Undying support from the top.
- ◇ Follow-through: Never let up until it is done.

**If Not Us: Microsoft,
If Not Now: Never.**

**Lets Create the Future
we want to Live in!**